

CLAIMS

1. A display support capable of being printed, characterized in that it comprises:

- 5 • a coated fabric (1) comprising a textile layer (2) and two impregnation layers (3, 4) each located on one face of the textile layer (2);
- a varnish layer (7) capable of being printed and deposited onto one of the impregnation layers (3);
- 10 • a repositionable pressure-sensitive adhesive layer (5) deposited onto the impregnation layer (4) opposite that (3) receiving the varnish layer (7);
- a protective layer (6) arranged on the adhesive layer (5) and formed from a sheet possessing very
- 15 low adhesive force with respect to the pressure-sensitive adhesive layer (5).

2. A display support as claimed in claim 1, characterized in that the textile layer (2) is a fabric or a mesh.

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3. The display support as claimed in claim 1, characterized in that the textile layer (2) is based on polyester, polyamide or glass fibers.

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4. The display support as claimed in claim 1, characterized in that at least one of the impregnation layers (3, 4) is produced, based on polyvinyl chloride, and contains plasticizing agents.

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5. The display support as claimed in claim 1, characterized in that the pressure-sensitive adhesive layer (5) possesses an adhesive force between 1 and 100 Newton, for a strip with a width of 5 cm.

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6. The display support as claimed in claim 4,
characterized in that the pressure-sensitive adhesive
layer (5) has a very low porosity with respect to
plasticizer present in the adjacent impregnation layer
5 (4).

7. The display support as claimed in claim 1,
characterized in that at least one of the impregnation
layers (3, 4) or the varnish layer (7) has properties
10 reflecting solar radiation.

8. The display support as claimed in claim 7,
characterized in that at least one of the impregnation
layers (3, 4) or the varnish layer (7) includes
15 metallic particles.